

Georgia's New Investments and Adventures in Transit

Georgia Planning Association
September 6, 2018

A History Lesson

ATL



Credit: Australian cartoonist Michael Leunig

OK, So We Won't Go That Far Back...

- **1871**: First **streetcars** operate in the City of Atlanta
- **1926**: Peak of streetcar passenger service – **96.7 million trips** (city pop. 250K)
- **1947**: Rail lines from Atlanta to **Marietta** and **Stone Mountain** cease operations
- **1949**: **Final streetcar trip in Atlanta**
- **1961**: ARC report calls for 60 miles of rapid rail costing **\$200 million in 5 counties**
- **1965**: Georgia General Assembly passes act **creating MARTA**
- **1971**: MARTA 1% sales tax referenda pass in **Fulton and DeKalb Counties** only
- **1979**: First MARTA Rail line opens from Georgia State to Avondale
- **1999**: Last MARTA Rail station opens at North Springs

Post-2012 T-SPLOST Vote, Transit Has Turned a Corner...

- **2014**: MARTA sales tax referendum passes for expansion to **Clayton County** with 74% of the vote; bus service started 2015 and commuter rail to come
- **2015**: Georgia General Assembly includes **\$75 million** for transit projects statewide as part of HB 170 transportation funding deal
- **2016**: General Assembly passes SB 369, allowing the **City of Atlanta** to vote on a ½% sales tax increase for additional MARTA expansion projects
- **2017**: Georgia House creates **Commission on Transit Governance and Funding**, which recommends new regional framework and state investment

WHILE ANNOUNCEMENTS LIKE THESE CONTINUED...

Transit Matters to Economic Development...



Mercedes-Benz



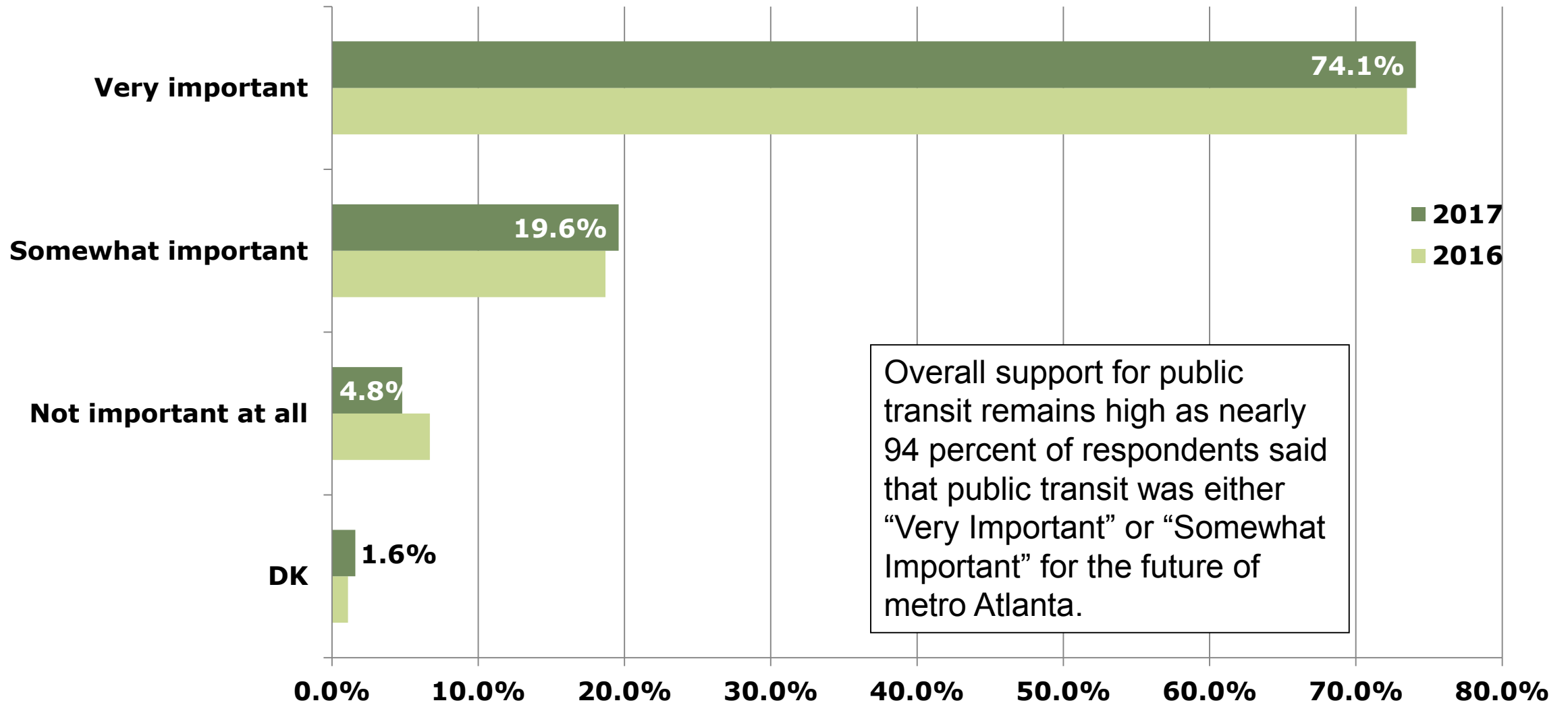
WestRock



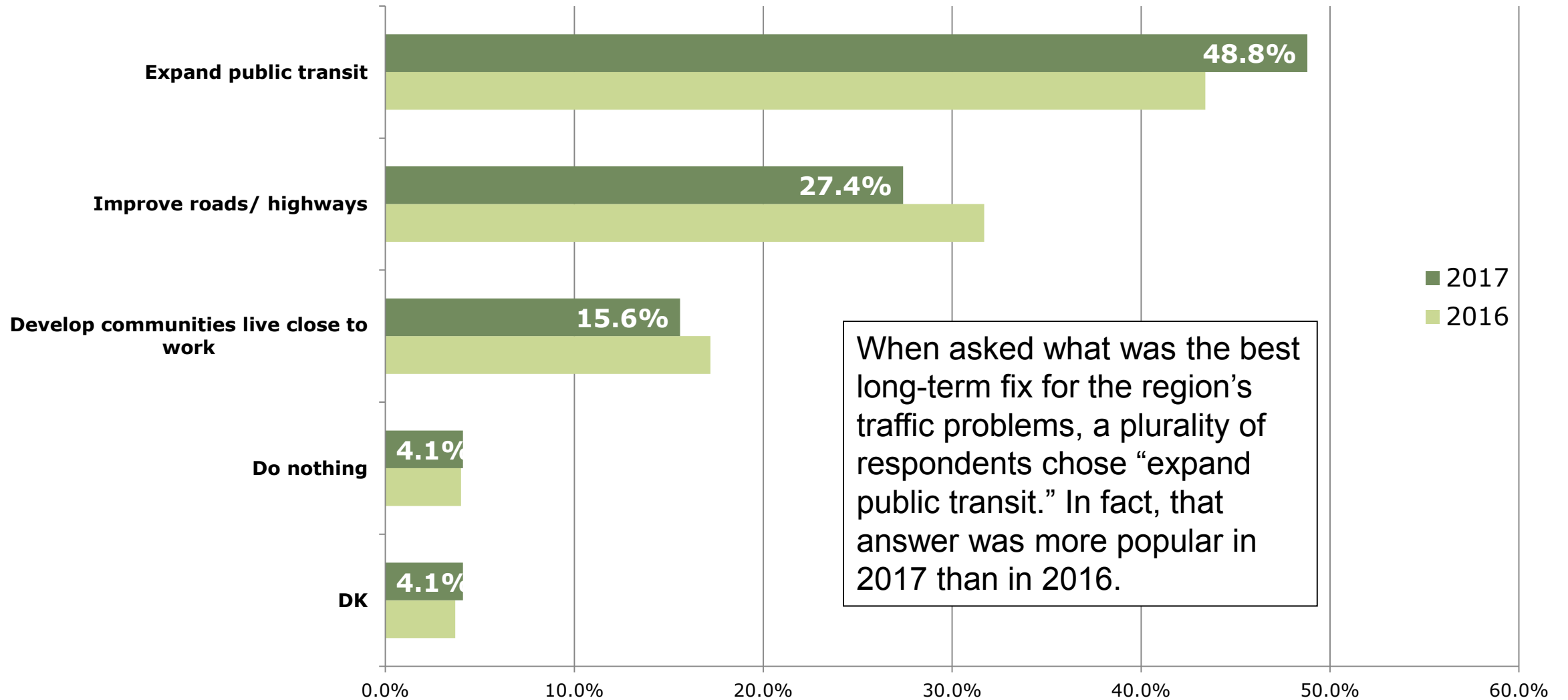
“ Access to MARTA and key transportation hubs will also benefit our employees in the region.”

Steve Vorhees
WestRock CEO
February, 2017

Residents Say Transit is Important to the Future...



Residents Believe in Transit as a Long-Term Fix...



Pre-HB 930:

Xpress **vRide** **marta**

HENRY COUNTY GA
1821

DOUGLAS COUNTY GEORGIA
1870

COBB LINC

CATS

FORSYTH COUNTY, GEORGIA

COWETA COUNTY TRANSIT

10
TRANSIT SYSTEMS

+

13
COUNTIES

HB 930: Atlanta-region Transit Link Authority (the 'ATL')

Intends to improve coordination, integration and efficiency of transit in Metro Atlanta



HB930 passed the General Assembly on March 29 and Governor Deal signed it into law on May 3, 2018, creating a new regional governance and funding structure called...



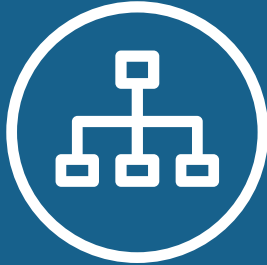
THE ATLANTA-REGION TRANSIT LINK AUTHORITY

A unifying entity for the Atlanta region that ensures coordinated transit planning and funding, and increased transparency



Overview of the ATL

A unifying entity that ensures coordinated planning and funding of transit



**Regional
Governance**



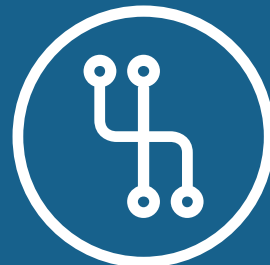
**Regional
Transit Plan**



**Transit
Funding**



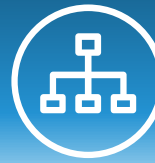
**Regional
Unified Branding**



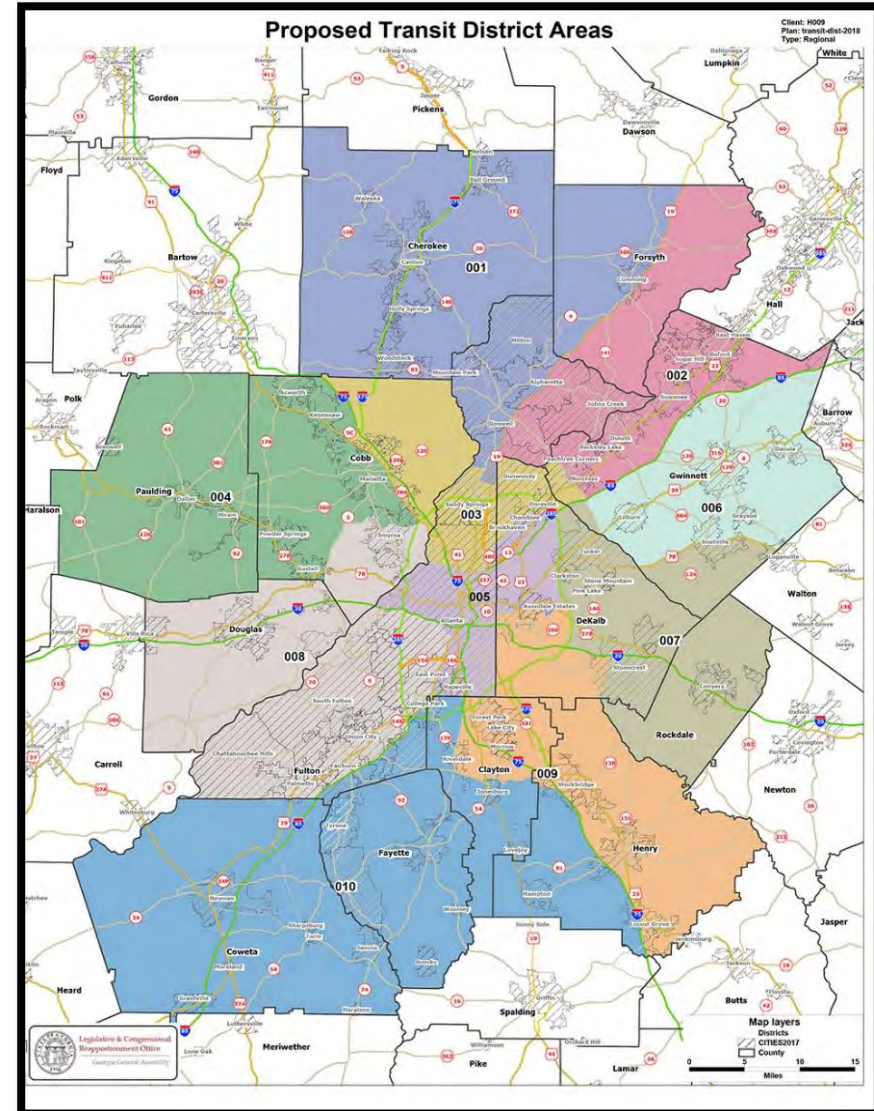
**Interaction with Existing
Transit Operators**

Regional Governance/ ATL Board Structure

16 members, 4 year terms – Designed for regional thought & approach



State Level	Appointees
Governor	1 (Chair)
Lt. Governor	2
Speaker	2
GDOT Commissioner	(Non-voting)*
TOTAL	5* (one third)
Local Level	Appointees
Caucus of Legislators, County Commission Chairs & Mayors within Districts	10
TOTAL	10 (two thirds)



Regional Governance/ ATL Board Eligibility and Criteria

16 members, 4 year terms – Designed for regional thought & approach



Each ATL board member shall:

- (if district-based) be a resident of the authority district which he or she represents
- Possess significant experience or expertise in a field that would be beneficial to the accomplishment of the function and purpose of The ATL
- Other than GDOT commissioner, no person holding any other “office of profit or trust under the state” shall serve on the board
- Be appointed no later than December 1, 2018



Process for Electing District-based ATL Board Members

10 Transit Districts within the 13-county Region



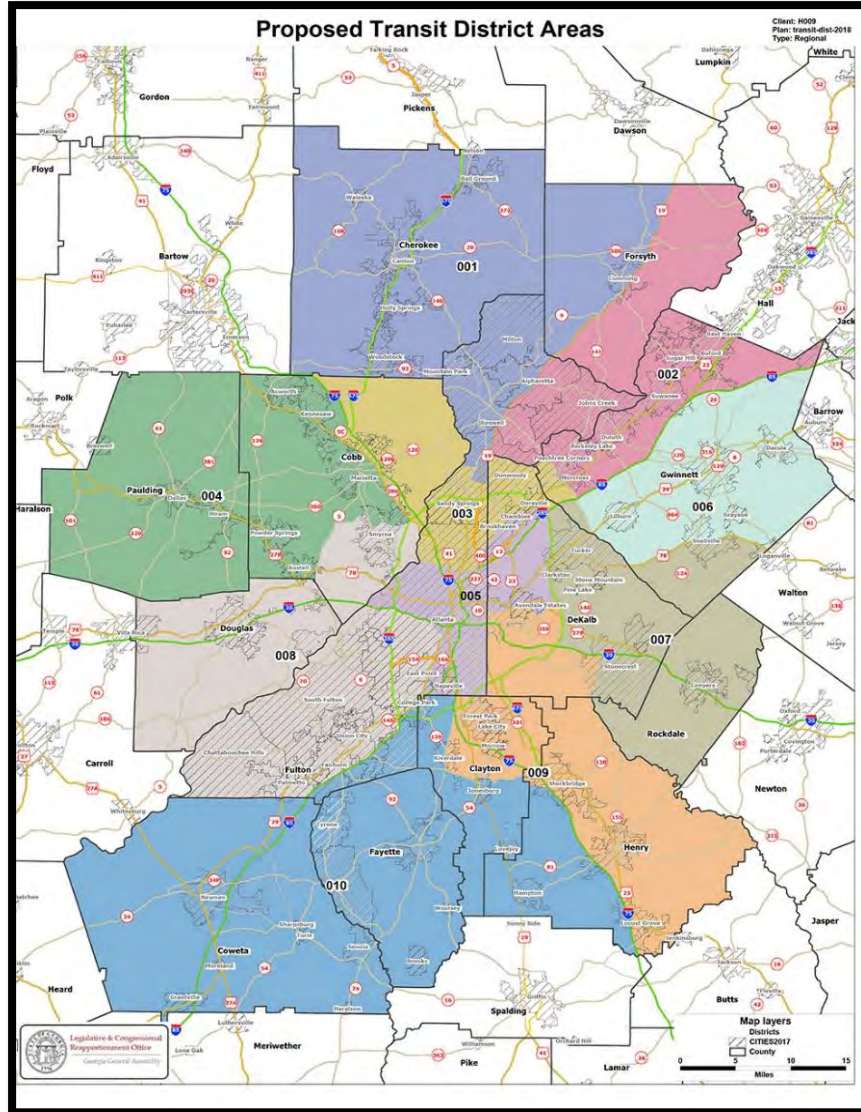
ATL



Actual Process for Electing District-based ATL Board Members



10 Transit Districts within the 13-county Region



Two-step process:

1) Mayors in each district meet to select a mayoral representative in the transit district election

2) Transit district election – *called by county chair with largest population in district* – occurs with three subgroups participating:

- State legislators whose districts include any of the transit district
- County commission chairs whose counties are part of the transit district
- Mayor selected in Step 1 (plus Atlanta Mayor if part of district)

Example Process for Electing ATL District 3 Board Member

Covering Cobb, DeKalb, Fulton and Gwinnett Counties

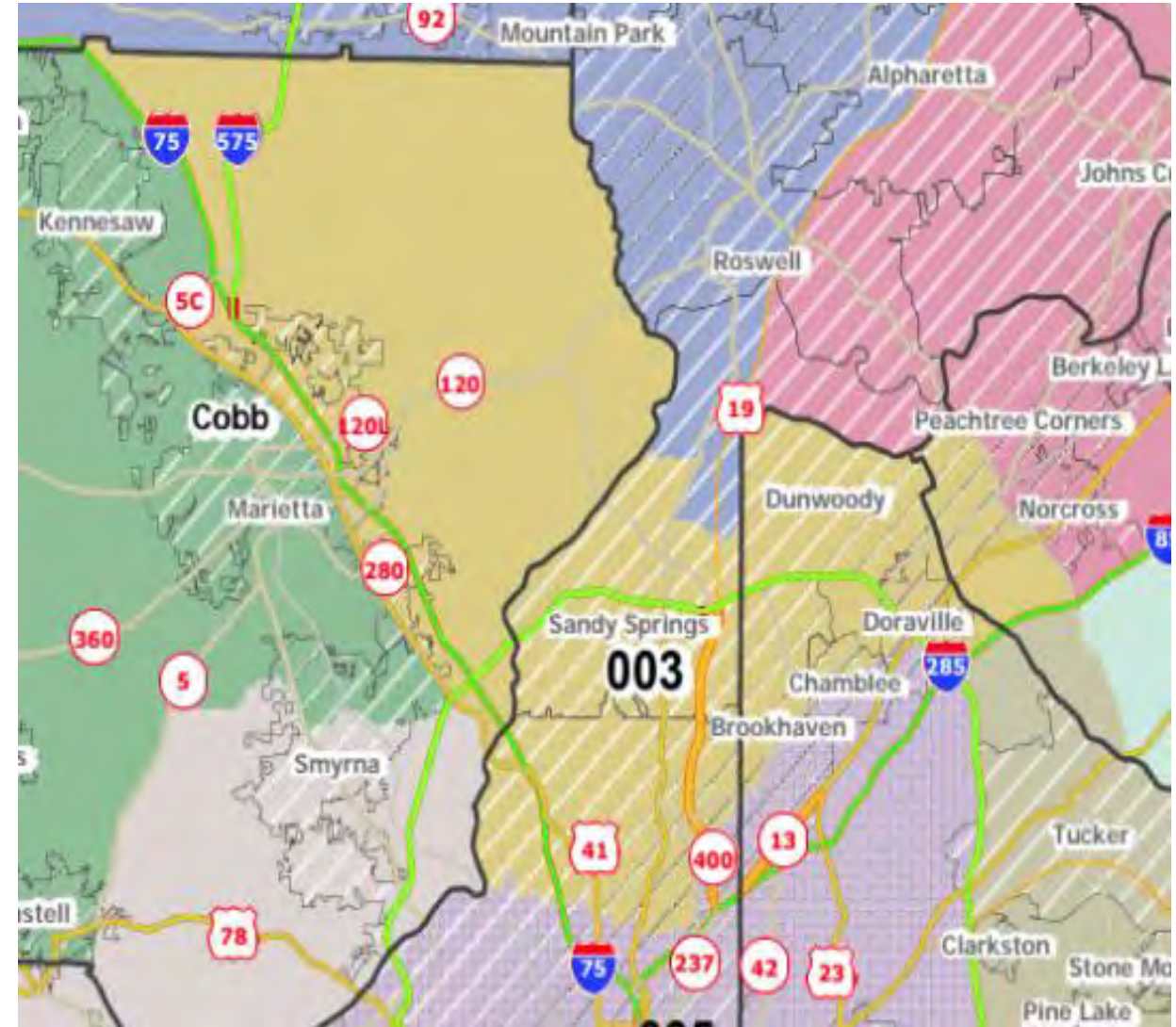


Step 1 – Mayoral Caucus:

10 mayors met to select a rep for the district 3 election – from Atlanta, Brookhaven, Chamblee, Doraville, Dunwoody, Kennesaw, Marietta, Peachtree Corners, Sandy Springs, Smyrna
(Mayor Rusty Paul of Sandy Springs selected)

Step 2 – District Election:

- *Called by county chair with largest population in district – Cobb in this case*
- 32 Electors total
- 4 County commission chairs
- 2 Mayors (one from Step 1 + Atlanta)
- 9 State Senators
- 17 State Representatives

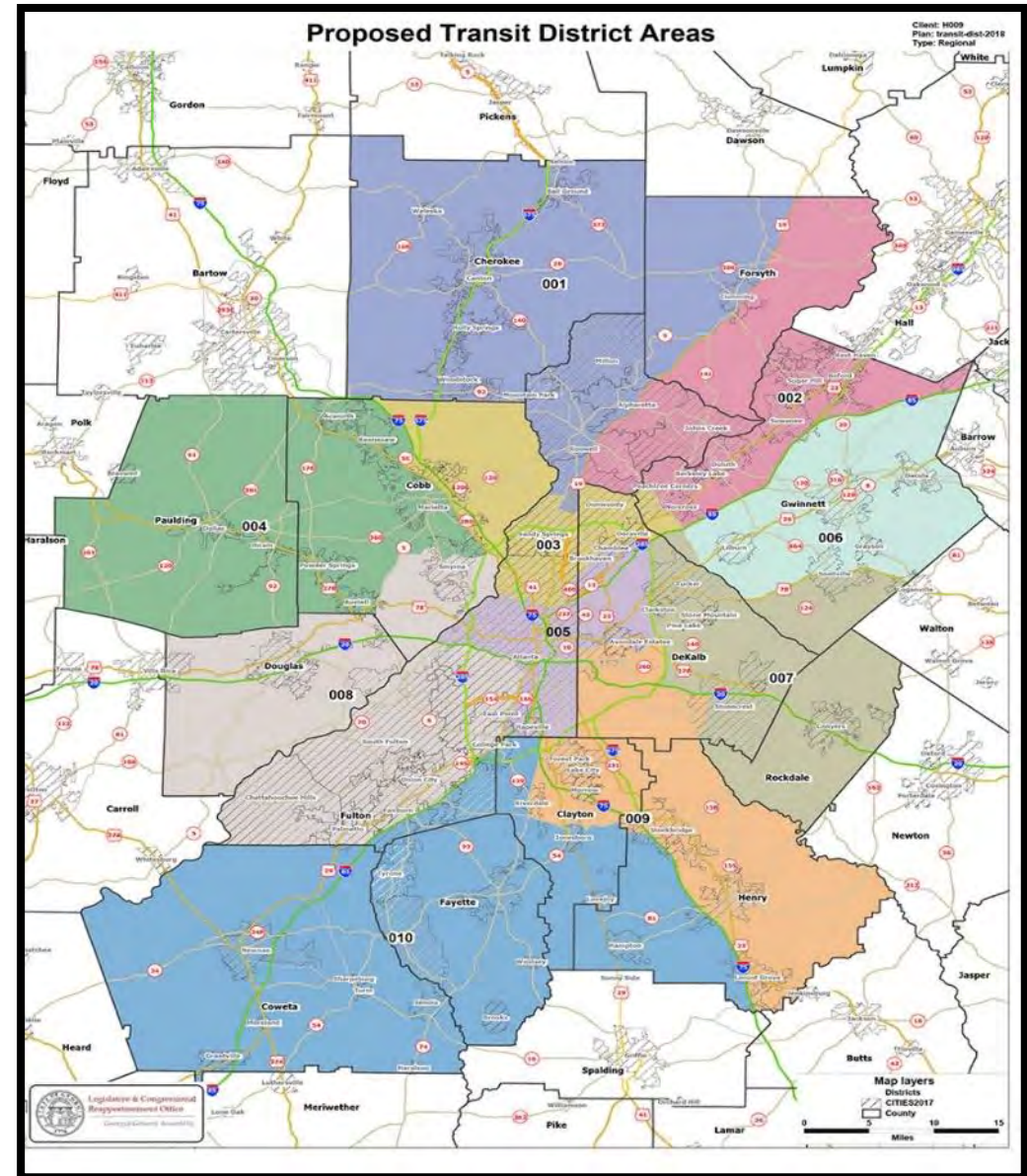


Mayors Selected in Step 1 Mayoral Caucus

Meetings Held in Geographic Center of Each District

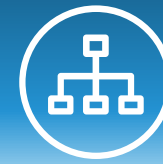


- District 1 – Donnie Henriques, Woodstock
- District 2 – Phillip Beard, Buford
- District 3 – Rusty Paul, Sandy Springs
- District 4 – Al Thurman, Powder Springs
- District 5 – Atlanta (TBD 9/10/18)
- District 6 – Jimmy Burnette, Suwanee
- District 7 – Pat Wheeler, Stone Mountain
- District 8 – South Fulton (TBD 9/11/18)
- District 9 – Joy Day, Jonesboro
- District 10 – Steve Hutchison, Hampton



Example: Districts Including Parts of Fulton County

Parts of Six Districts

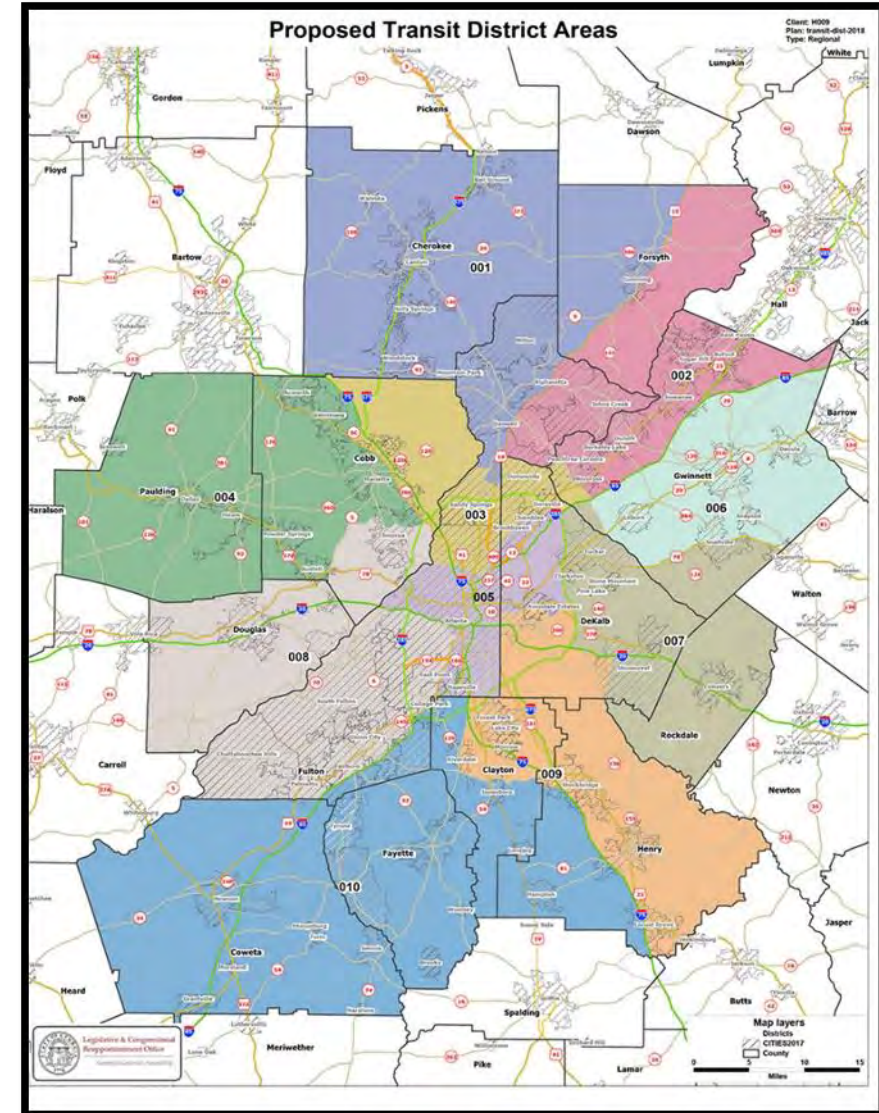


Fulton County has the largest population in two districts (Chairman Pitts calls these meetings):

- *District 5 – w/DeKalb*
- *District 8 – w/ Cobb & Douglas*

Fulton is also part of 4 other districts:

- *District 1 – w/Cherokee & Forsyth*
- *District 2 – w/Forsyth & Gwinnett*
- *District 3 – w Cobb, DeKalb & Gwinnett*
- *District 10 – w/Clayton, Coweta, Fayette & Henry*





- 6-year and 20-year time horizons
- Developed in consultation with the region's Metropolitan Planning Organizations (MPO): ARC
- Coordinate existing and future transit service
- Regional stakeholders, including local governments, may submit requests to the ATL for additions and amendments to the Plan from time to time based on changing conditions
- After 1/1/2019, referendum transit projects must be in RTP & approved by the ATL



Regional Transit Funds

2nd Core Activity: Management, Allocation & Generation



ATL



- **Designated Recipient Role**
- **ATL's Scope: All Federal & State Transit Funds in region**
- **ATL can issue its own bonds and work with other state agencies to issue bonds**



- Up to 30 year, Up to 1% transit-specific SPLOST
- Projects must be in Regional Transit Plan & approved by the ATL
- Counties outside of 13-county region can pair together to use new T-SPLOST authority



Regional Transit Funds

Special Fulton County Provisions

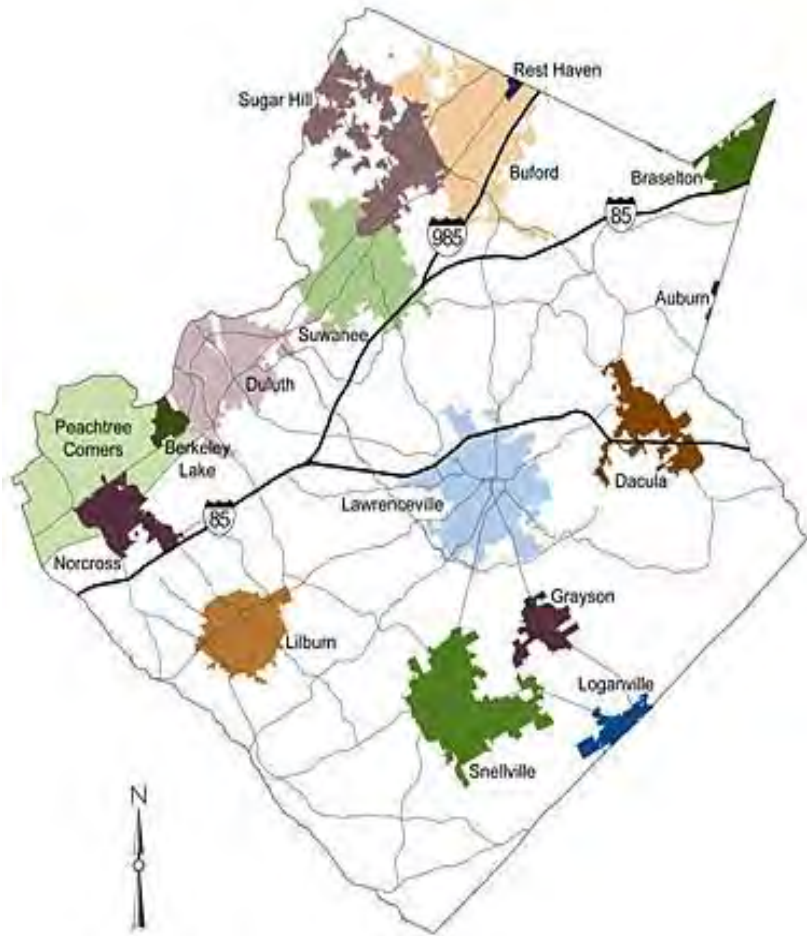


Fulton County – can hold a referendum for additional 0.2% sales tax for transit, in any increment of .05% for up to 30 years

Restrictions Unique to Fulton County:

- Sales tax proceeds cannot be used to fund heavy rail expansion but can be used for light-rail, bus rapid transit, or other transit services provided by MARTA.
- Local governments will have planning and zoning power over any proposed transit-oriented development.
- Before a referendum can be called, an intergovernmental agreement must be entered into between Fulton County Commissioners and Mayors representing at least 70% of the population of Fulton (outside the City of Atlanta).

June 19th: \$100 million in state bonds dedicated to GA 400 Bus Rapid Transit project



- Gwinnett approved service contract with MARTA, scheduled for voter referendum in March 2019; MARTA Board approving as we speak
- Joining MARTA involves 1% sales tax for length of MARTA Act; Transit SPLOST may be up to 1% for up to 30 years
- Provision for Gwinnett to have one additional MARTA Board seat (total of 3) if county joins system via HB 930
- Transit projects must be included in ATL regional transit plan starting in 2019



- **Cobb County can create a special taxing district within the county through a committee process**
- **Board of Commissioners and state legislative delegation must come to agreement on boundaries of special district**
- **County may then hold a Transit SPLOST referendum & enter into a contract with MARTA to provide transit services within such special district at any time up to December 1, 2019**
- **Cobb still has same option to join MARTA as existed prior to HB 930**

Other Regional Transit Opportunities

Counties Actively Pursuing Transit Systems



- Douglas County plans to start a new fixed-route bus system, and has been approved by ARC
- County has operated a vanpool service for many years
- Bus service to begin in 2019, on final county approval

- Henry County has had demand-response transit service since the 1980s
- County launched a fixed route bus service earlier this year and is examining long-term solutions













Regional Unified Branding

Intent – a seamless customer experience



- Regional Transit Plan must include plan for the creation of a unified brand to encompass all transit service providers in 13-county region
- **As of Jan. 1, 2019**, any new MARTA asset worth more than \$250,000 must display The ATL logo and brand, prominently featuring the acronym “ATL”
- **As of Jan. 1, 2023**, the ATL logo and brand must be used on any and all MARTA property
- ATL issued RFP on Aug. 15, 2018 for branding and communications consulting services

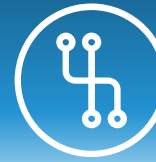
At Least 10 Public Transit Agency/Operators

- Metropolitan Atlanta Rapid Transit Authority 
- Cobb County Department of Transportation 
- Douglas County Rideshare 
- State Road & Tollway Authority 
- Gwinnett County Board of Commissioners 
- Cherokee County Board of Commissioners 
- Henry County Transit 
- Forsyth County Public Transportation Dial A Ride 
- Coweta County Dial A Ride 
- vRide and Enterprise Rideshare 



ATL Interaction with Existing Transit Entities

MARTA – GRTA – SRTA – ARC: Still exist and continue to exist



ATL



- MARTA has exclusive authority for operating region's heavy rail system, including any new heavy rail projects
- MARTA retains control over its current local funding & operations
- MARTA's legal contractual obligations unaffected



- The ATL is administratively attached to GRTA
- GRTA and SRTA's roles in regional transit transitions to ATL by 2020/2021
- SRTA's tolling, GTIB, and transportation financing roles remain intact

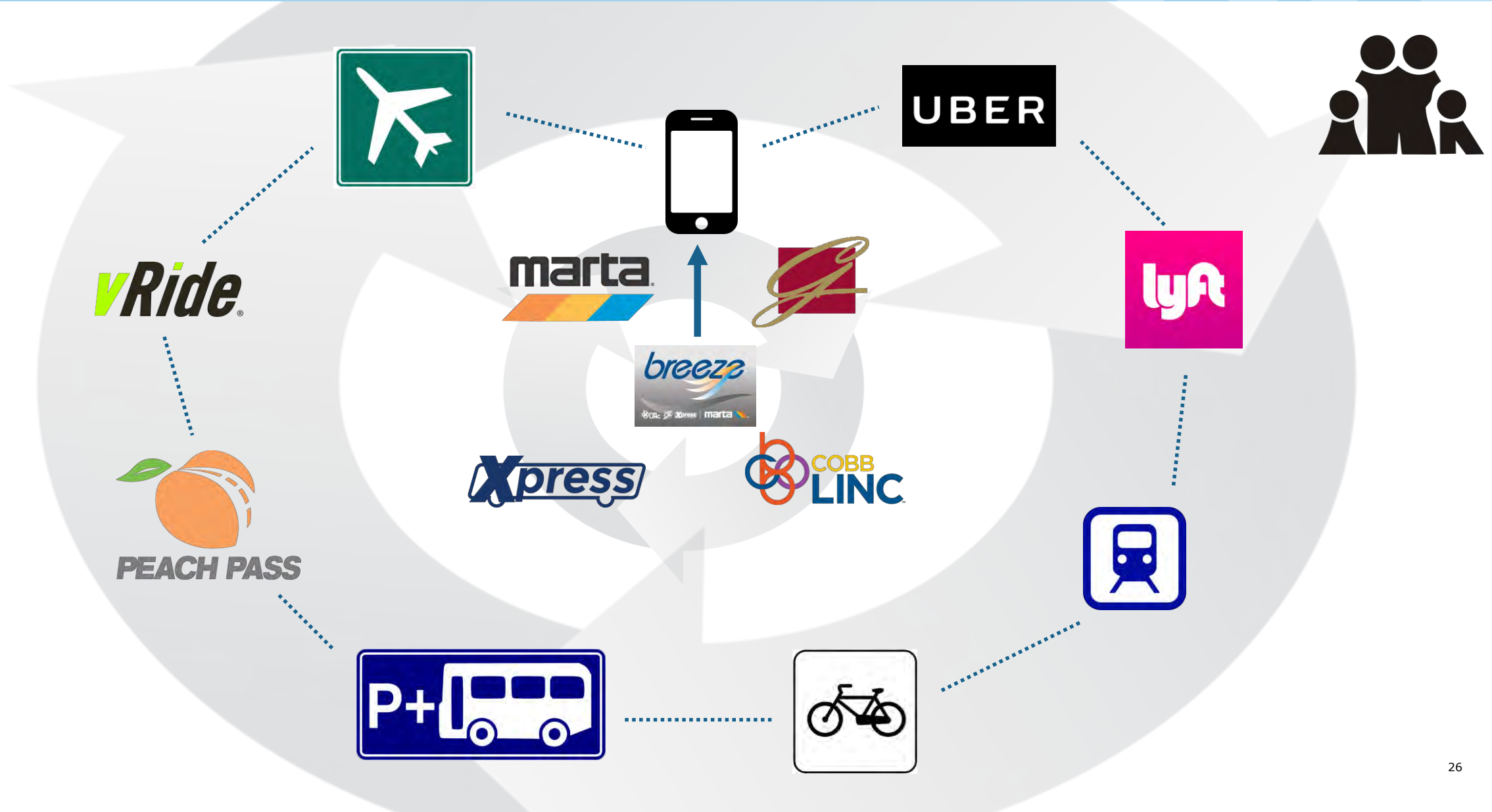


ATLANTA REGIONAL COMMISSION

- ARC & ATL work closely together to revise current regional transit process, and to ensure that Regional Transit Plan aligns and integrates with TIP and STP processes and funding

The ATL: Regional Opportunities...

...Flow from a Regional Outlook



Visit Our New ATL Website:

atltransit.ga.gov

THANK YOU!



THE ATLANTA-REGION TRANSIT LINK AUTHORITY

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Director of Government and External Affairs, ATL/SRTA

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FULTON COUNTY TRANSIT MASTER PLAN



ALPHARETTA
CHATTAHOOCHEE HILLS
COLLEGE PARK
EAST POINT
FAIRBURN
HAPEVILLE
JOHNS CREEK
MILTON
MOUNTAIN PARK
PALMETTO
ROSWELL
SANDY SPRINGS
UNION CITY
SOUTH FULTON

Master Plan Overview

Phase 1

Community Vision
and Existing Transit
Conditions

April - July

Phase 2

Scenario
Development

July - October

Phase 3

Transit Master Plan
Refinement

November - January

Master Plan Overview

850+ PUBLIC PARTICIPANTS

- 30 Public Meetings (across all 14 cities)
- 12 Special Population Meetings
- 5 Community Events

TECHNICAL COMMITTEE

- Representatives from each city,
Fulton County, MARTA, ARC, SRTA
- 3 Meetings

FINANCIAL TASKFORCE

- 7 business community and city financial officers
- 3 Meetings

40+ STAKEHOLDER INTERVIEWS

2,400+
Online Survey
Participants



Prioritized Guiding Principles

NORTH FULTON

SOUTH FULTON

Faster, more reliable mobility



1



Provide **greater access to employment**

Provide **greater access to employment**



2



Faster, more reliable mobility

Enhance **transportation options and access**



3



Catalyze **economic development**

Catalyze **economic development**



4



Enhance **transportation options and access**

Greater **regional connectivity**



5



Greater **regional connectivity**

Return **on investment**

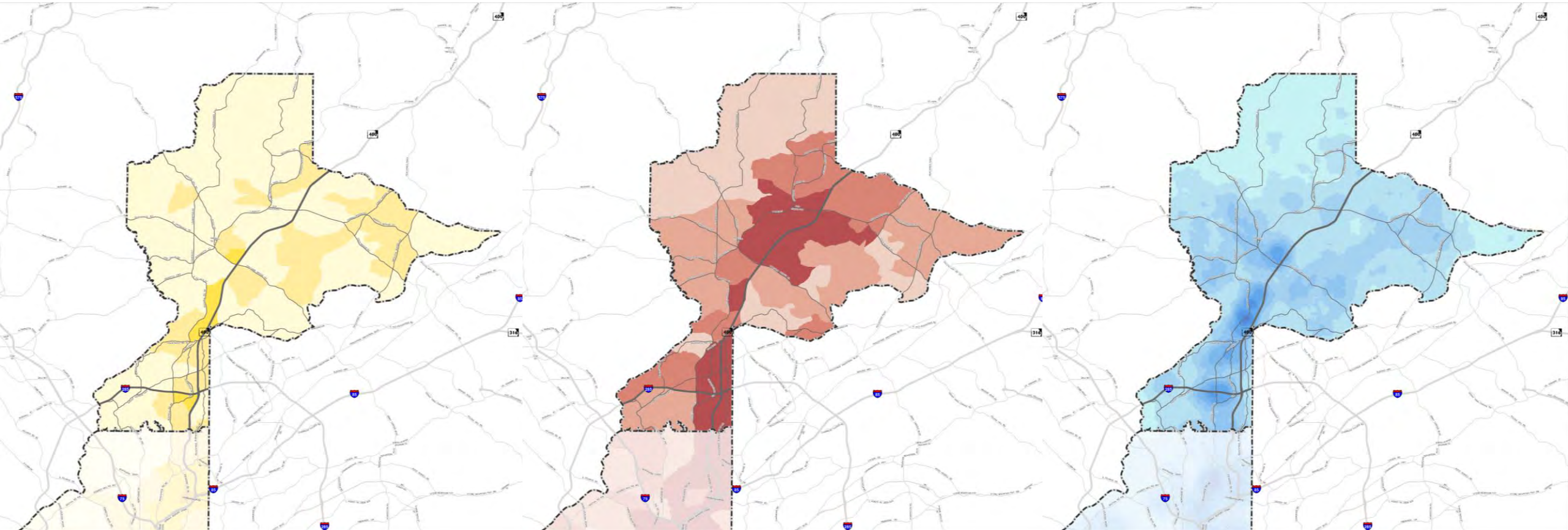


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Return **on investment**

North Fulton Projections



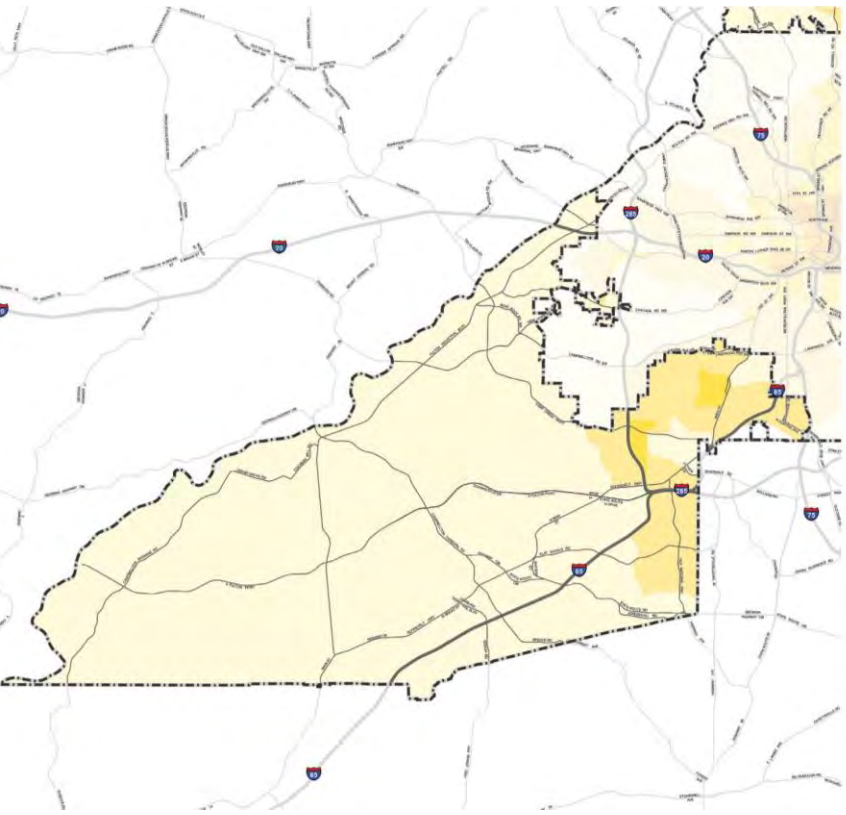
2040 Population Density

2040 Employment Density

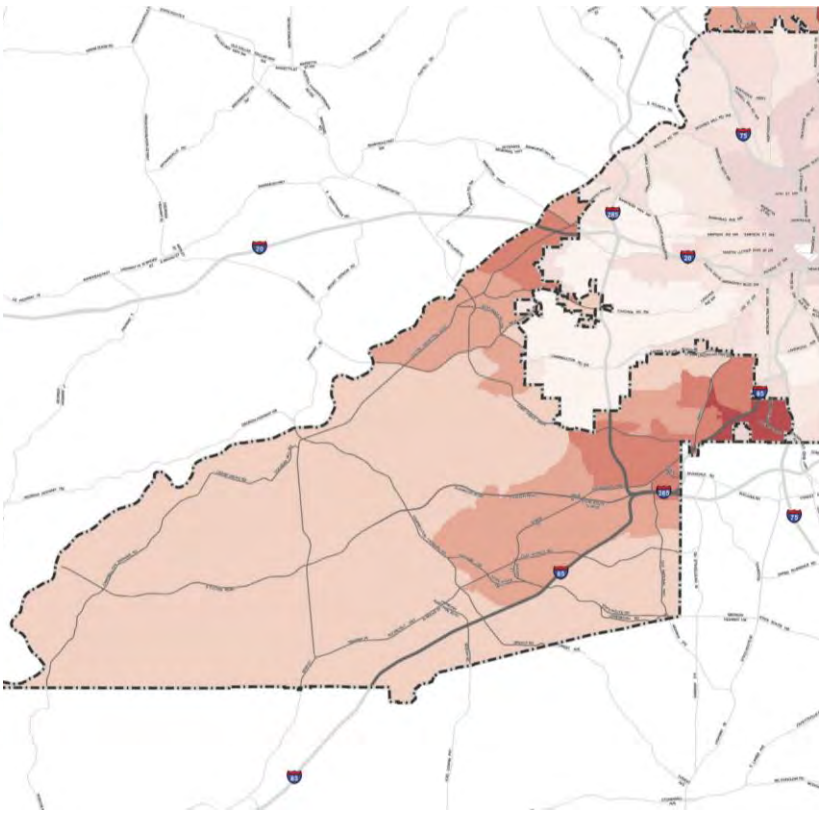
Concentration of Likely Riders



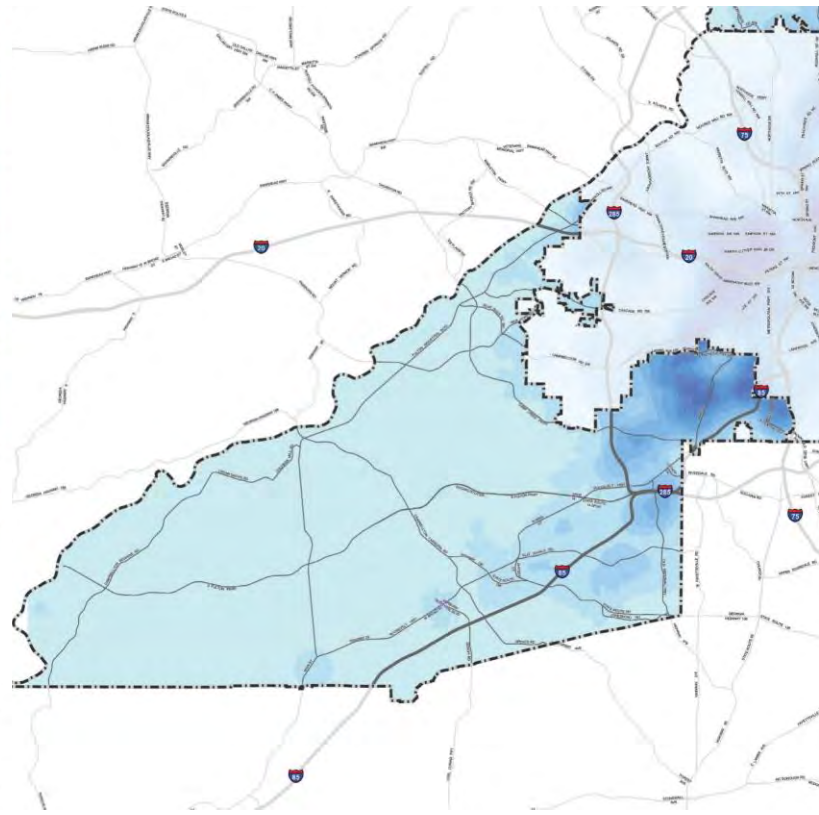
South Fulton Projections



2040 Population Density



2040 Employment Density



Concentration of Likely Riders

Fulton County Transit - Evaluation Criteria

CRITERIA 1

Current/projected needs of each corridor

- Transit Propensity Score
- Activity Centers
- Population Density
- Employment Density
- Congestion Levels

CRITERIA 2

Feasibility for modes on each corridor

- Available Right-of-Way
- Costs per Mile:
Capital/Operating
- Years to Implement
- Logical Termini
- Existing Transit Connections
- Land Use Policies

CRITERIA 3

How well does each mode support guiding principles along each subject corridor

- Enhance Access to Employment Centers/Key Destinations
- Catalyze Economic Development
- Provide Faster, More Reliable Mobility
- Mitigate Congestion
- Enhance Transportation Options/Access
- Maximize Return on Investment
- Establish Regional Connectivity Framework



Transit Modes



Heavy Rail

- High cost \$250-300M/mile
- High capacity
- Powered by third rail
- High ROW requirement
- Dedicated tracks
- Service every 5-20 mins.
- Can spur economic development at stations



Light Rail

- Medium-high cost \$150-250M/mile
- Medium-high capacity
- Powered by overhead cable system
- Medium ROW requirement
- Mostly dedicated ROW
- Service every 5-20 mins.
- Can spur economic development at stations

Transit Modes



BRT in Express Lanes

- Low-medium capital cost
- Bus rides free in managed lanes
- Travels faster than general purpose lanes
- Service every 5-20 mins.
- Low-medium capacity
- Serves in line stations and park and rides
- Supports nearby development



BRT along major corridors

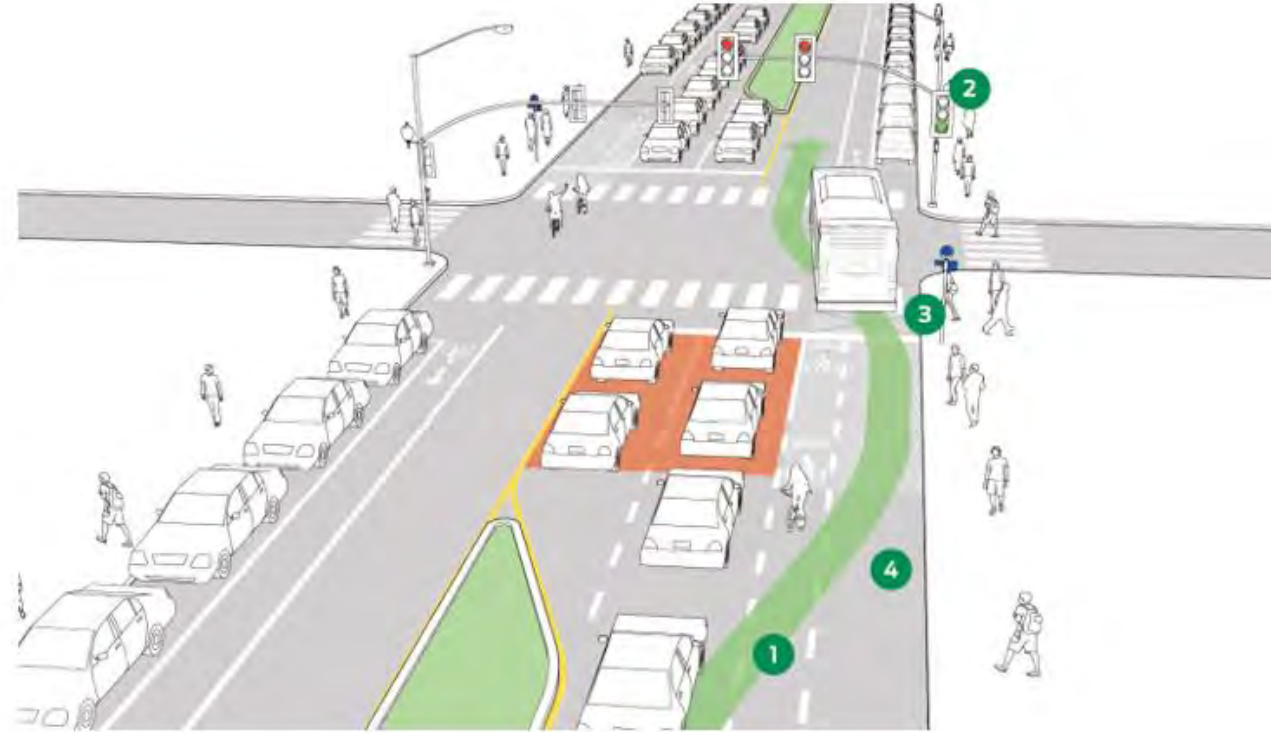
- Medium capital cost
- Medium capacity
- Travels in dedicated lane
- Signal coordination and priority
- Peak service every 5-15 mins.
- Serves major transit stations
- Can spur economic development at stations

Transit Modes



Arterial Rapid Transit

- Low cost
- Low capacity
- Travels in mixed traffic
- Signal coordination and priority
- Service every 10-30 mins.
- Queue jumpers at major intersections
- Serves major transit stations and local stops



Transit Modes



Frequent and Local Fixed Routes

- Low cost
- Low capacity
- Travels in mixed traffic
- Frequent Local Bus, service every 15-30 mins.
- Local Bus, service every 30-60 mins.



Flex/Microtransit

- Serves low density areas
- Demand responsive service connecting to major transit stations
- On-call service
- Low cost
- Low capacity
- Serves only requested stops

Market Based Vision

Heavy Rail

GA 400 to Holcomb Bridge
Norfolk Southern Railroad
I-20 Extension

Light Rail

I-285

Bus Rapid Transit

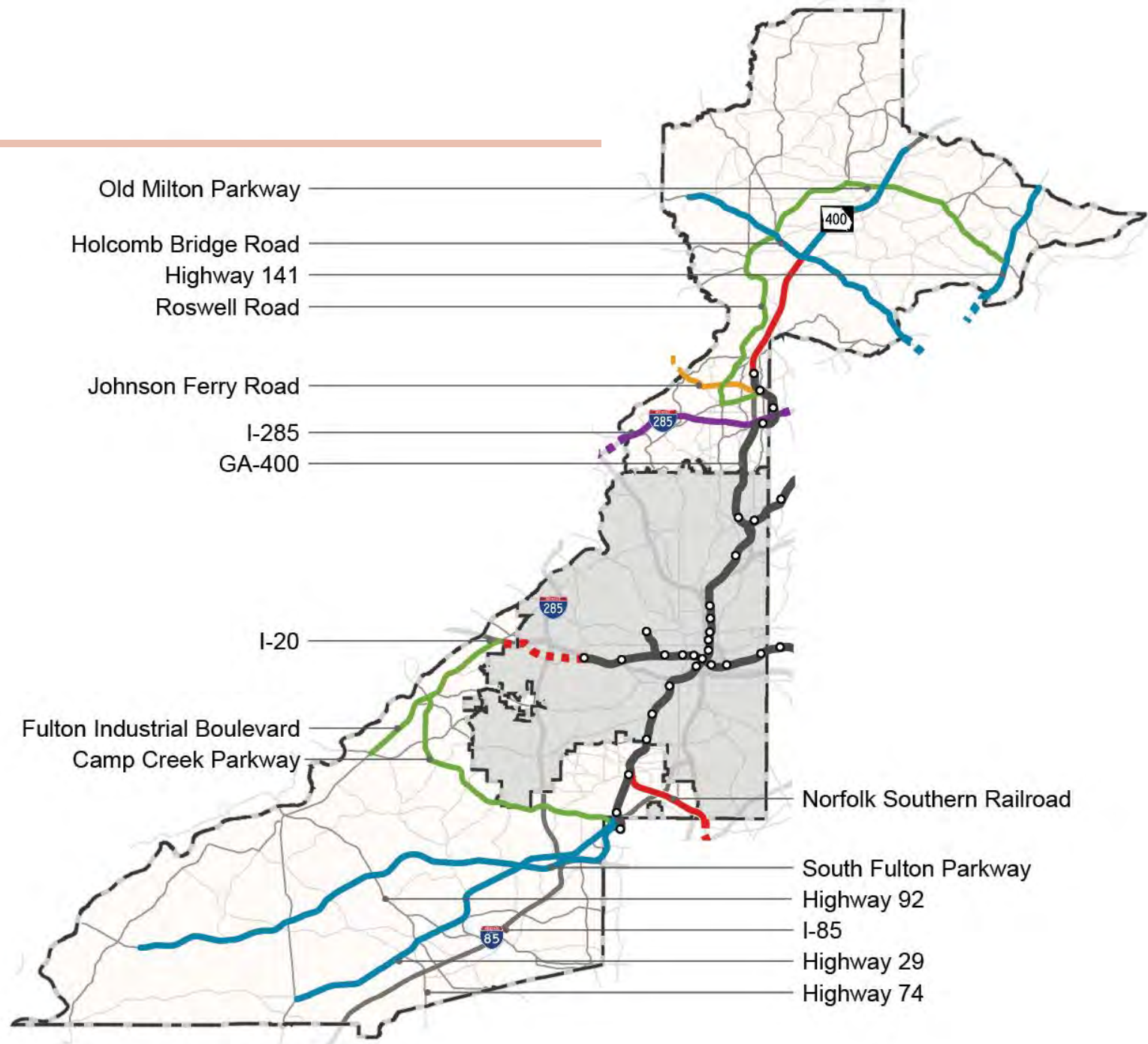
GA 400 Holcomb Bridge to Windward
Holcomb Bridge Road
Highway 141
Highway 29
South Fulton Parkway to Chatt Hills

Arterial Rapid Transit

Roswell Road
Old Milton Parkway
Camp Creek Parkway
Fulton Industrial Boulevard

Frequent Local Bus

Johnson Ferry Road



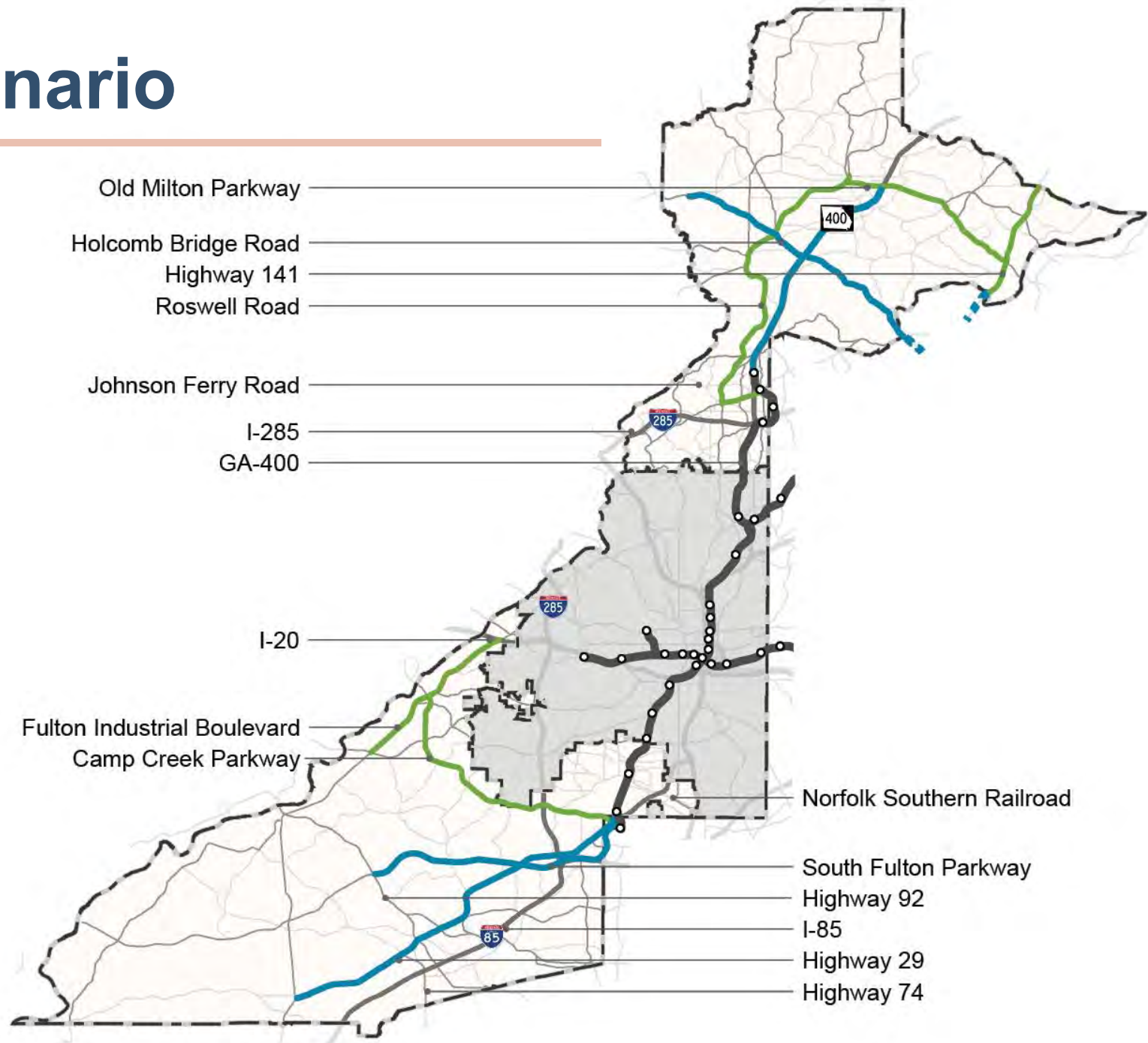
1/2-Cent BRT/ART Scenario

Bus Rapid Transit

GA 400 to Old Milton
Holcomb Bridge Road
Highway 29
South Fulton Parkway to Highway 92

Arterial Rapid Transit

Roswell Road
Old Milton Parkway
Highway 141
Fulton Industrial Boulevard
Camp Creek Parkway



Local Funding Buckets

LAST MILE CONNECTIVITY PROGRAM (\$25M)

- Delivered by Cities
- Used to connect sidewalk/bike infrastructure

BUS STOP PROGRAM (\$25M)

- Potentially delivered by Cities
- To provide shelters, benches, trash receptacles, and lighting

RAIL STATION PROGRAM (\$30M)

- To update amenities and provide connectivity to surrounding neighborhoods

Next Steps

Based on the direction of the County Commission and Fulton County Mayors on January 29, the County worked with the State Legislature to:

- Enact legislation that allows a local sales tax to fund transit enhancements and extensions in Fulton County
- Clarify how the existing MARTA 1% sales tax is being and will be used
- Use the BRT/ART Scenario as the basis for locally-funded improvements
- Continue to work with regional and state partners to discuss and consider other funding sources and any rail extensions



GWINNETT COUNTY TRANSIT DEVELOPMENT PLAN

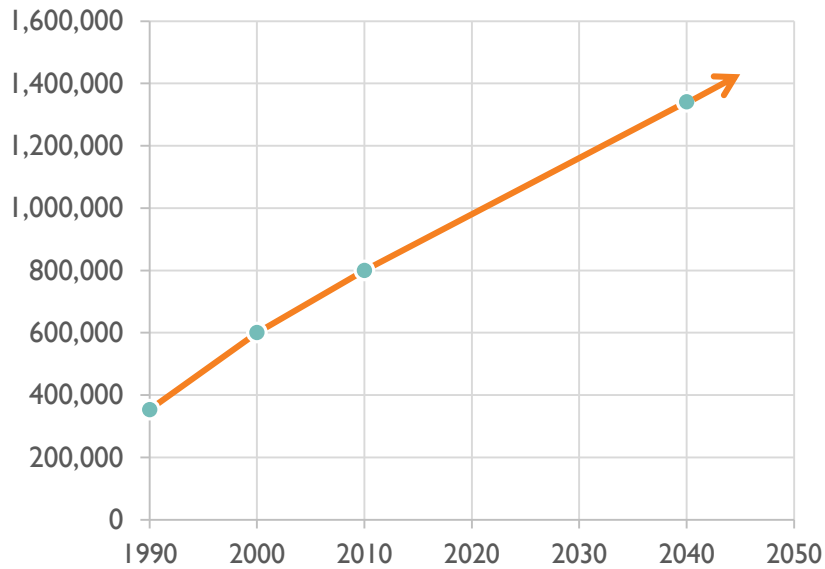
**Georgia Planning Association
Fall Conference**

September 2018

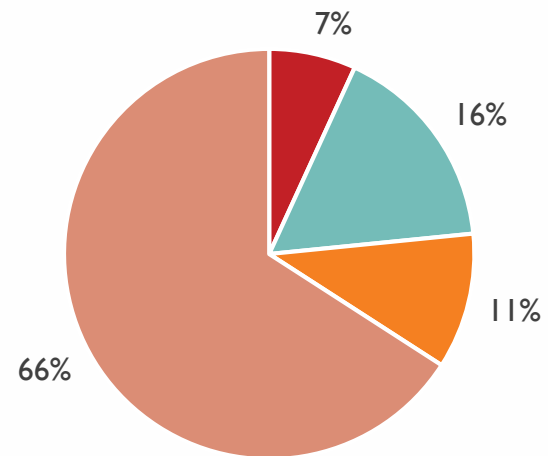


Why Transit? Why Now?

Gwinnett Population Growth



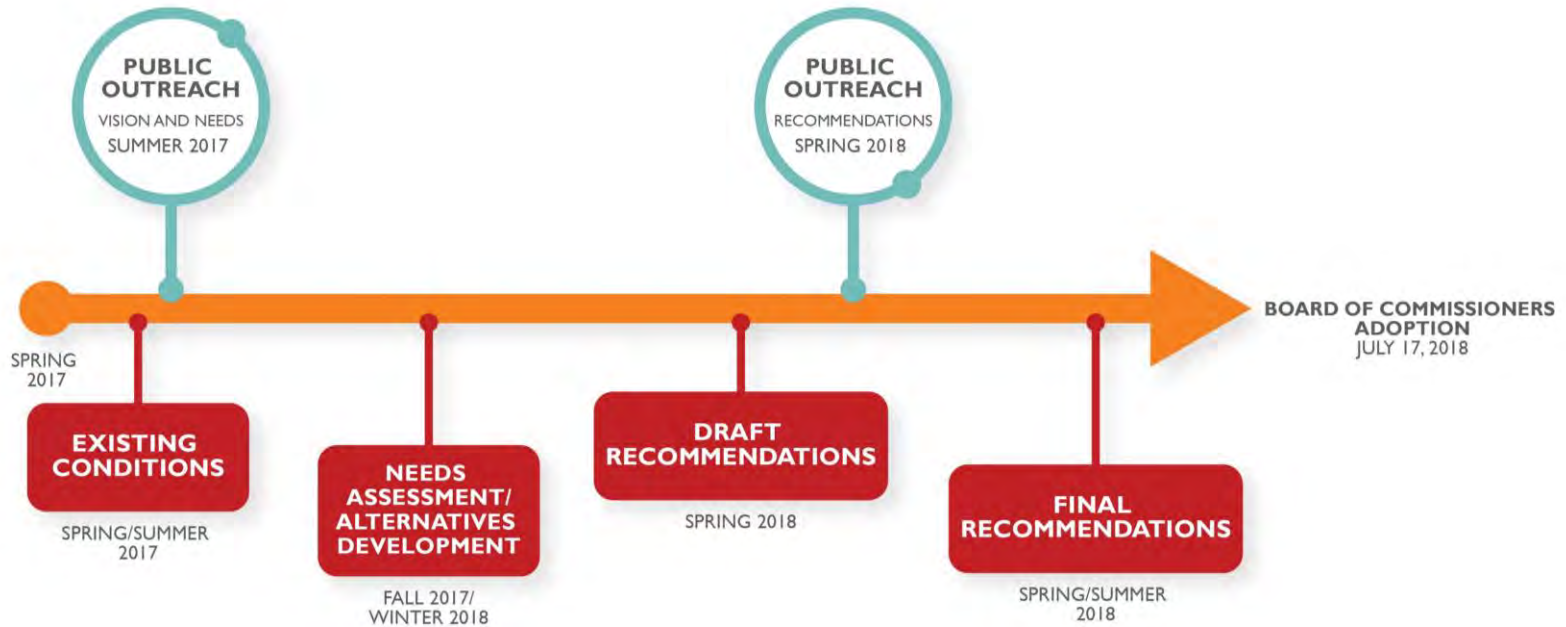
Community Support for More Transit



- Abundant - we have more service than we need
- Appropriate - we have the right amount of service
- Don't Know
- Lacking - we need more transit service in the County

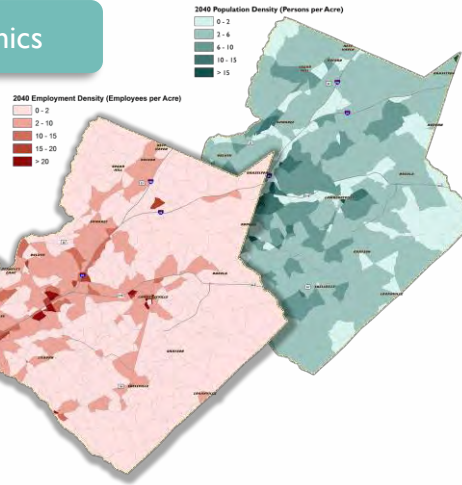


Project Process

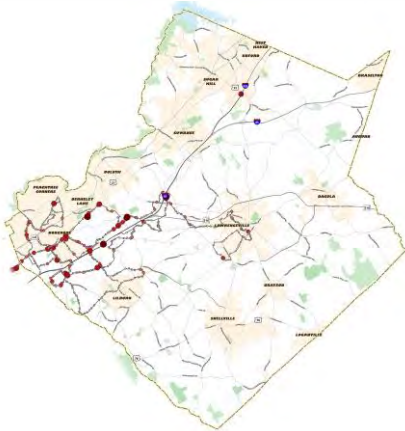


Technical Analysis

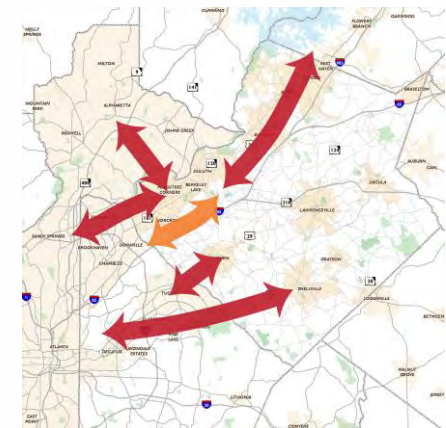
Demographics



Existing Operations



Travel Patterns



Technology





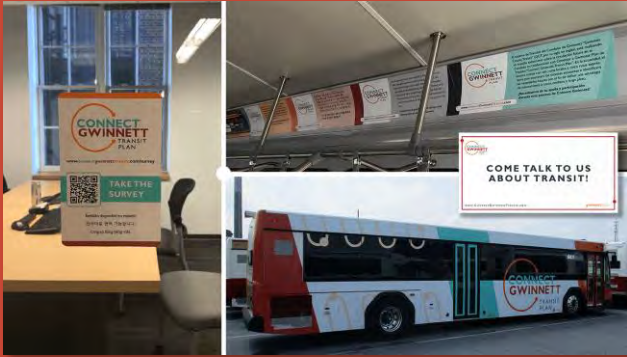
In-person Outreach



- Stakeholder Committees
- Operator Meetings
- Focus Groups
- Community Events
- Countywide Bus Tour
- Public Meetings



Creative Engagement



- Window Clings
- Car Cards
- Bus Wraps
- Online and Paper Surveys (4 languages)
- Scientific Phone Survey
- Website
- Social Media





System Goals and Priorities



SUSTAINABILITY

Preserve and promote social and environmental character through an integrated strategy that addresses transportation solutions

ENVIRONMENT

Encourage the reduction of air pollution, fuel consumption, and impacts to natural resources by providing/enhancing more sustainable modes of transportation

ECONOMIC DEVELOPMENT

Influence economic development patterns by providing an enhanced transportation network to better connect population, employment, and commercial centers

CONGESTION RELIEF

Reduce congestion and/or the demand to increase roadway capacity for automobiles by encouraging transit use



STEWARDSHIP

Utilize available resources in an efficient manner to meet the transportation need

EQUITY

Increase the mobility of those with limited financial or traveling capabilities by focusing service on the mobility needs of disadvantaged communities

PRODUCTIVITY AND EFFICIENCY

Use constrained financial resources in the most cost-effective manner while maximizing ridership

SYSTEM MAINTENANCE

Continuously maintain existing capital investments to achieve a state of good repair



SERVICE QUALITY

Enhance the desirability and utility of the transit service for Gwinnett residents and workers

COVERAGE AND CONNECTIVITY

Expand the number of communities and destinations served to increase transit accessibility

TRAVEL TIME REDUCTION

Make the transit network more competitive and effective for its users through capital and operating investments

RELIABILITY

Increase the reliability of the transit network through investment in priority treatments, technologies, safety, and operations

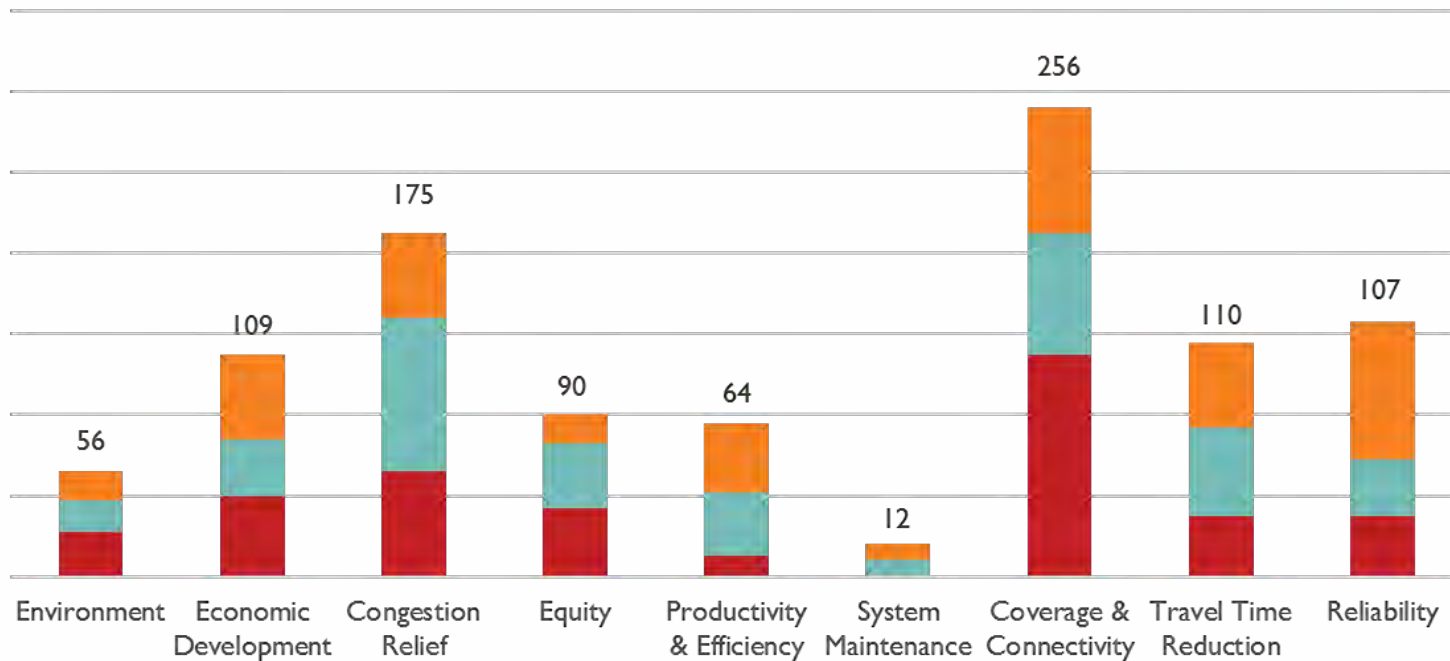


System Goals and Priorities

1. Coverage and Connectivity
2. Congestion Relief
3. Travel Time Reduction, Reliability, Economic Development

Priority Pyramids

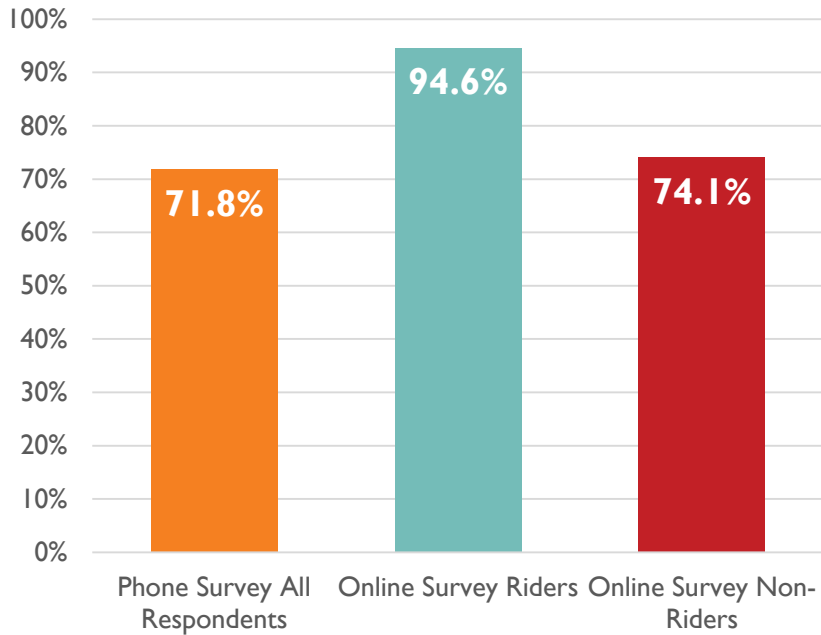
■ Rank 1 ■ Rank 2 ■ Rank 3



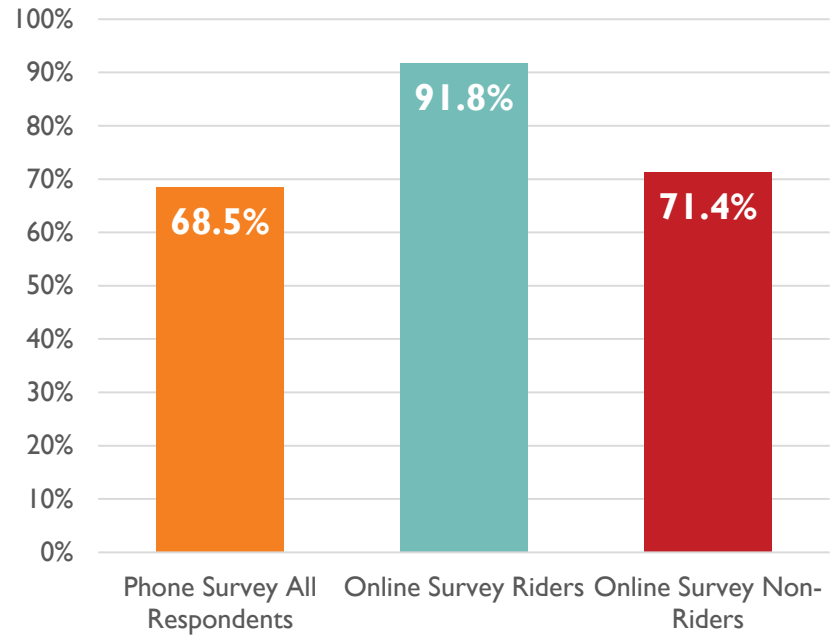


Support for Expanded/ Improved Transit

Support For Expanded System

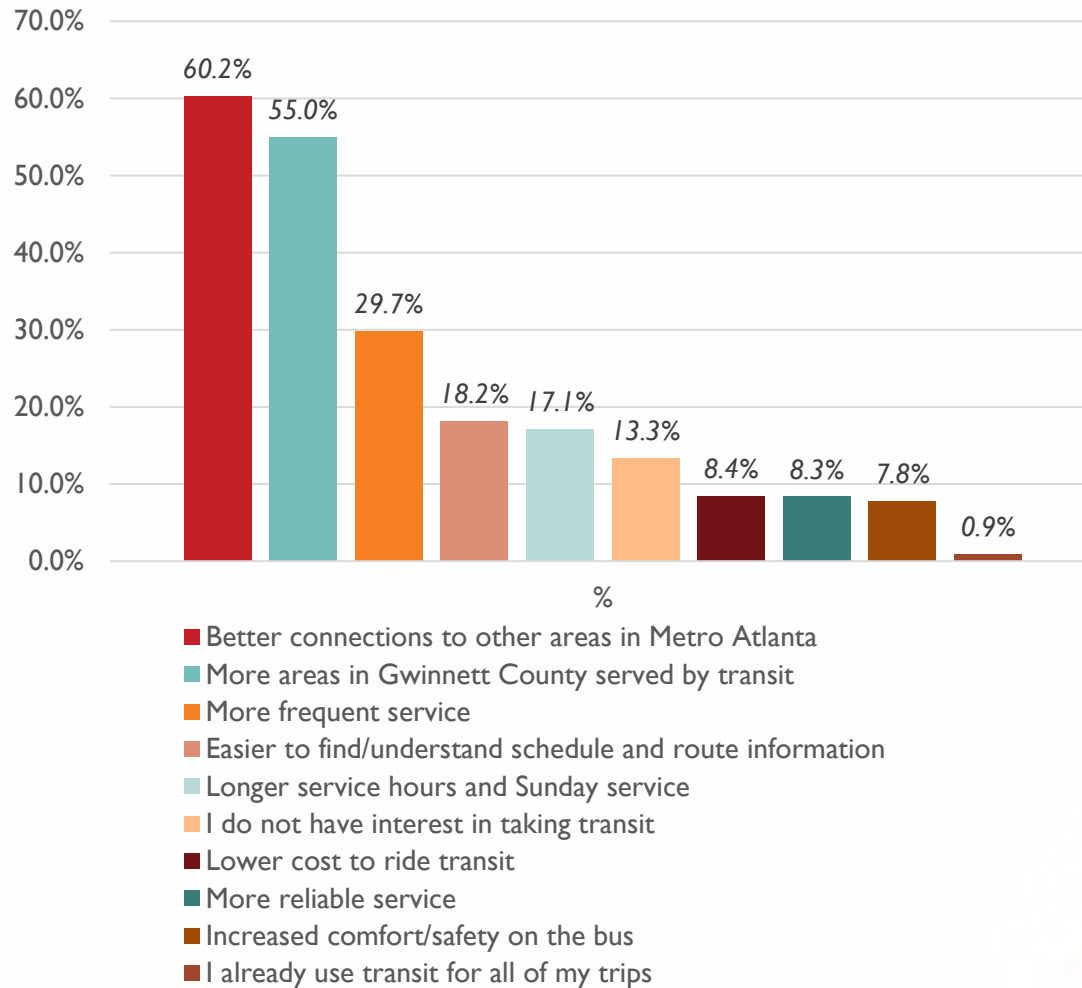


Support For Improved Service





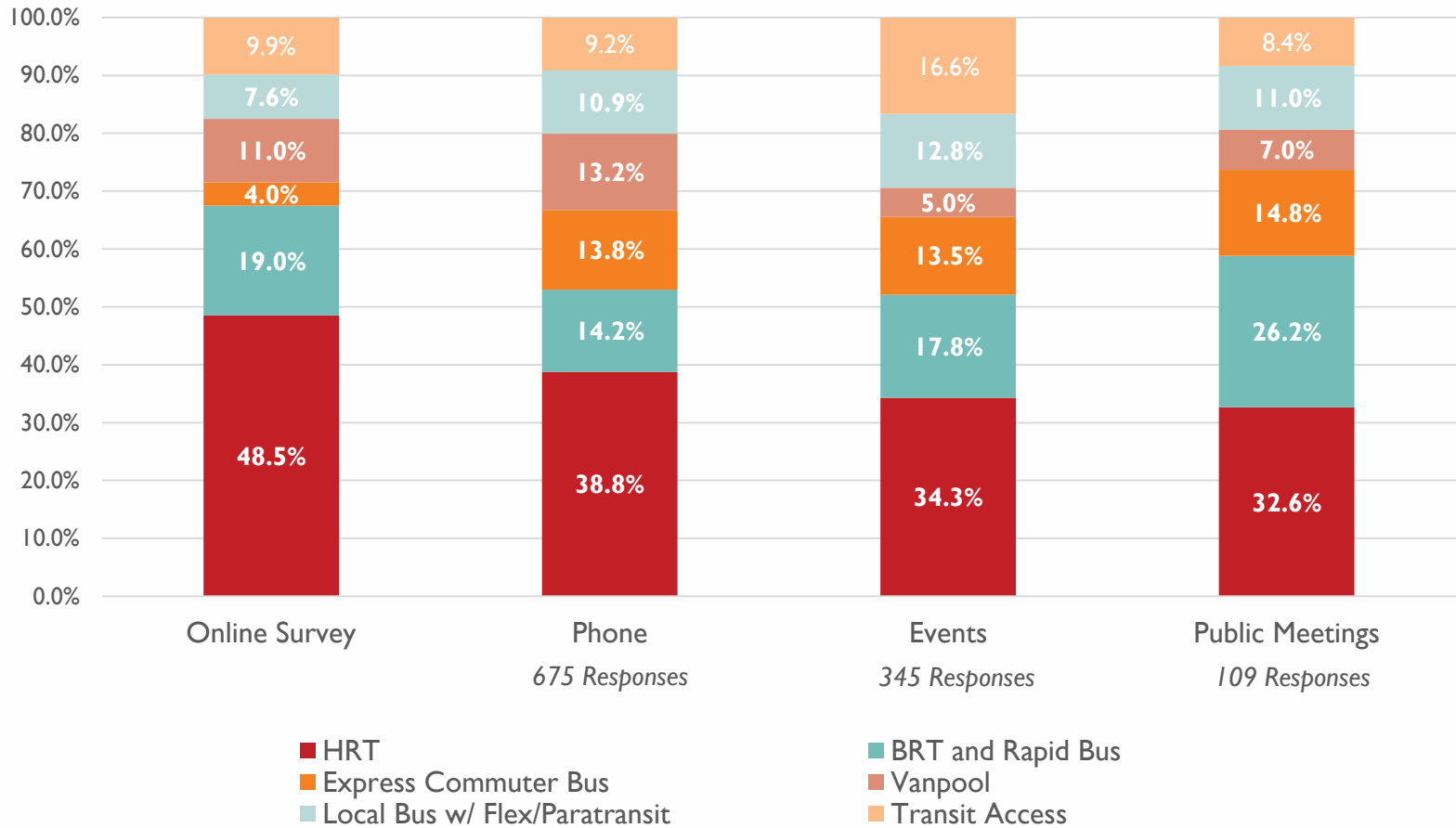
Improvements for More Frequent Use





Budgeting Activity

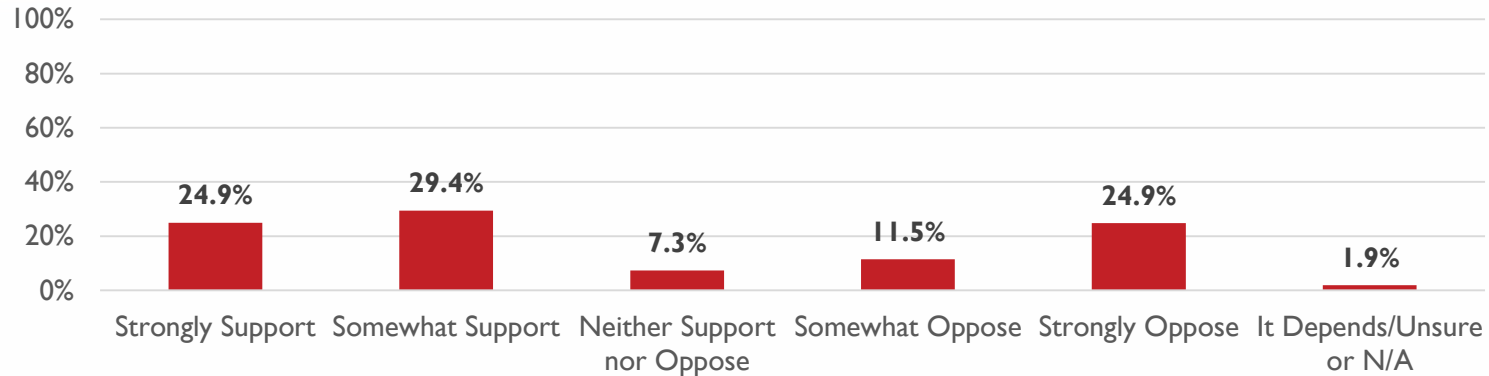
All Outreach Results



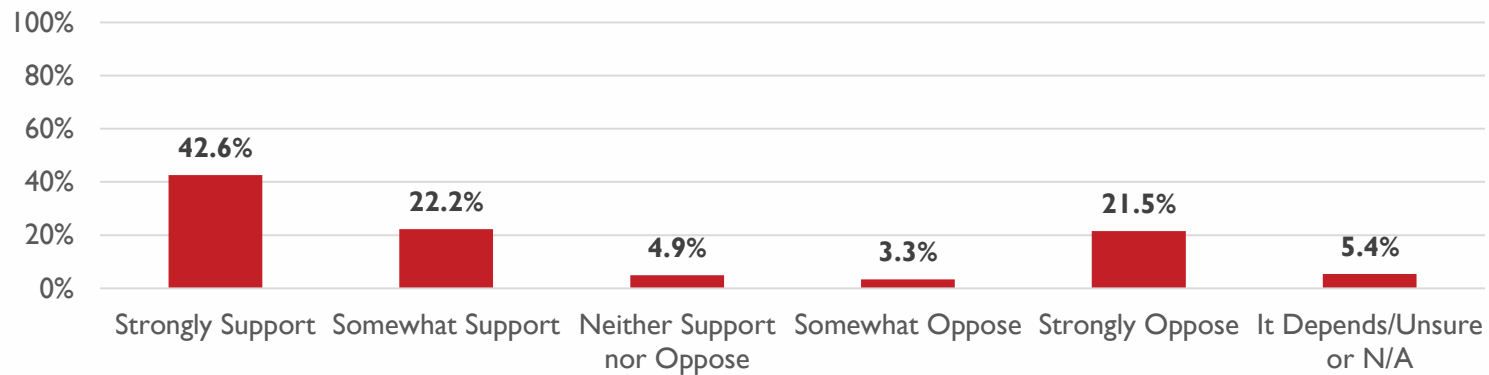


Sales Tax Support

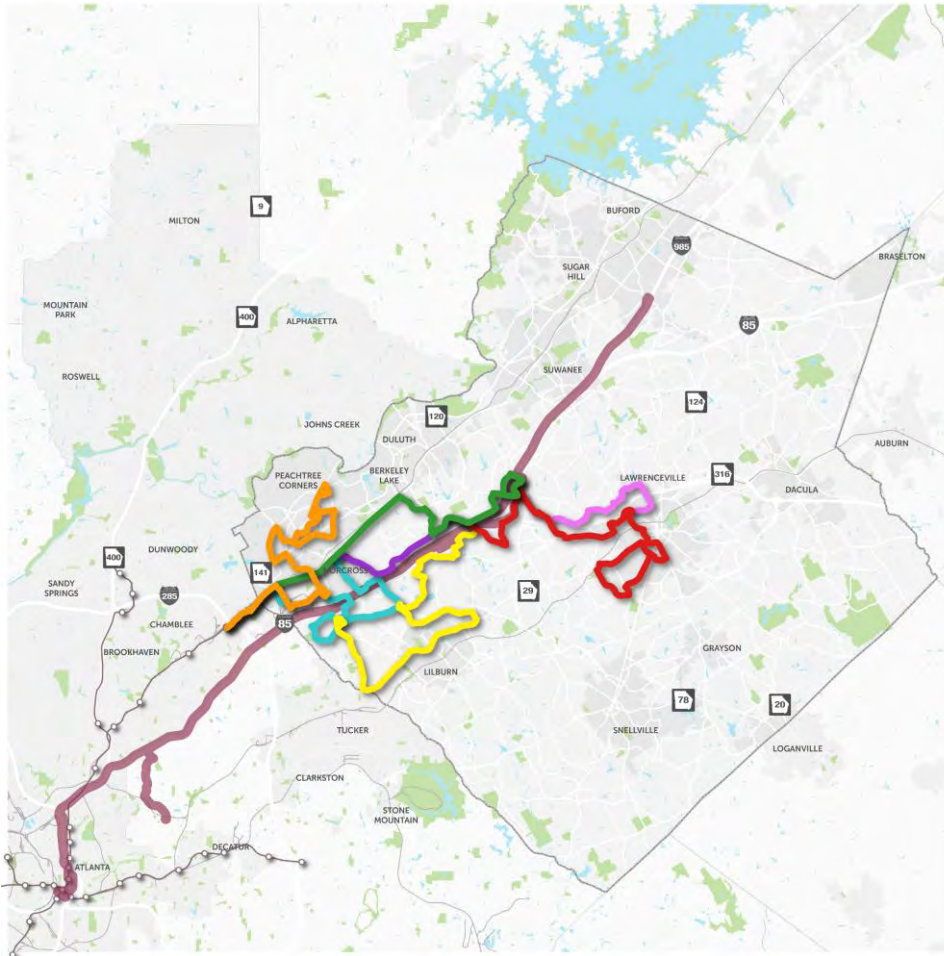
Support of New Local Sales Tax (Phone Survey)



Support of New Local Sales Tax (Online Survey, Event, and Public Meeting)



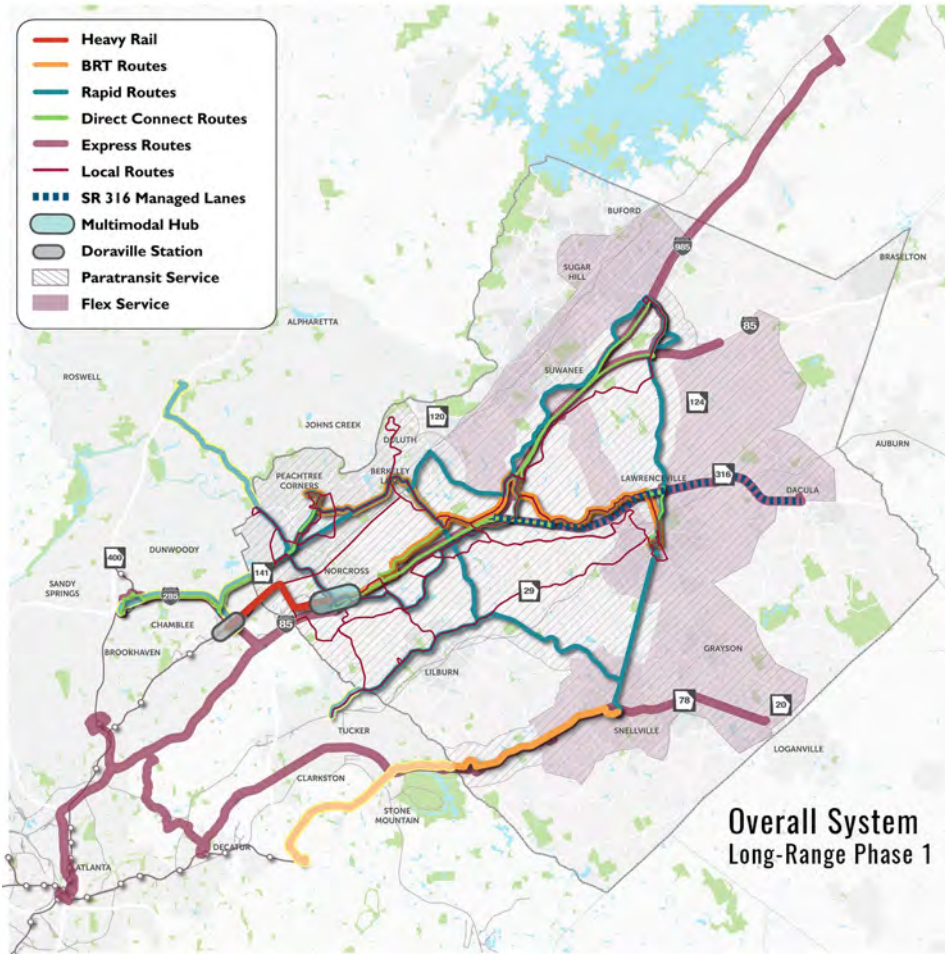
Existing System



Includes:

- 5 Express routes
 - 3 Park-and-Ride lots
- 6 Local routes

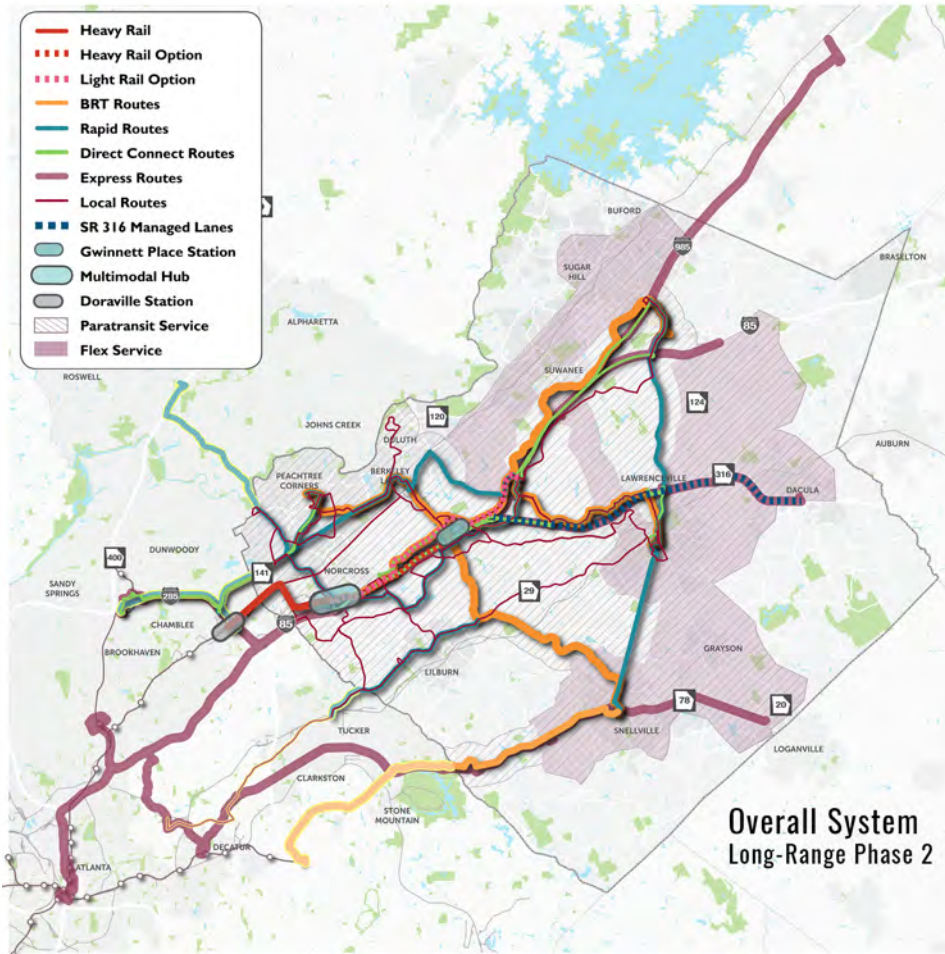
Proposed Long-Range System (30 Years)



Includes:

- HRT in South I-85 area with new multimodal hub
- 3 BRT routes
- 8 Rapid corridors
- 9 Express routes
 - 11 Park-and-Ride lots
- 3 Direct Connect routes to new multimodal hub
- 12 Local routes
- 6 Flex Service areas
- Extended evening and new Sunday service on all routes

Proposed Long-Range System (30+ year Vision)



Includes:

- HRT to Gwinnett Place Mall or LRT conversion of BRT near I-85
- 5 BRT routes
- 5 Rapid corridors
- 9 Express routes
 - 11 Park-and-Ride lots
- 3 Direct Connect routes to new multimodal hub
- 12 Local routes with Highway 29 extension to Emory
- 6 Flex Service areas
- Extended evening and new Sunday service on all routes



Next Steps